

WHAT IS CLAIMED IS:

508 B37 1. An apparatus for customizing television content operable to run on a computing platform electrically coupled to a receiver which is electrically coupled to a display device, the apparatus operable to receive supplemental data from a supplemental data database maintained by a television service provider, the apparatus comprising:

a profile database operable to store a viewer profile; and

a filter module electrically coupled to said profile database and to the supplemental data database, said filter module operable to access the viewer profile and the supplemental data and, in response, to select a preferred display component according to the viewer profile and the supplemental data, the preferred display component operable to target a particular viewer relative to other viewers by supplementing television content.

2. The apparatus of Claim 1, further comprising a profile module operable to receive viewer demographic information and, in response, to generate the viewer profile.

3. The apparatus of Claim 2, wherein said profile module is operable to provide a demographic template to the viewer for receiving the viewer demographic information.

4. The apparatus of Claim 1, wherein the viewer profile contains demographic categories corresponding to input options comprising:

an age option;

a race option;

a gender option;

a marital status option;

an educational level option;

a sexual preference option; and  
an income level option.

5        5.        The apparatus of Claim 1, wherein the filter module comprises a selection algorithm operable to select a preferred display component according to the viewer profile and the supplemental data.

10        6.        A method performed on a computing platform that is associated with a display device and a receiver for providing functionality associated with an apparatus for customizing television content , the method comprising:  
             storing a viewer profile in a profile database;  
             receiving supplemental data from a display component database;  
             accessing the viewer profile in the profile database and the supplemental data ; and  
             selecting a preferred display component in accordance with the viewer profile and  
15        supplemental data, the preferred display component operable to target a particular viewer relative to other viewers.

20        7.        The method of Claim 6, further comprising:  
             transmitted an abbreviated reference associated with a specific display component to the viewer from the television service provider;  
             selecting an abbreviated reference;  
             requesting a preferred display component associated with the abbreviated reference from the television service provider; and  
             transmitting the preferred display component from the television service provider.

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8. The method of Claim 6, further comprising the steps of:  
receiving viewer demographic information; and  
generating the viewer profile according to the viewer demographic information.

5 9. The method of Claim 8, further comprising the step of providing a demographic  
template to the viewer to receive the viewer demographic information.

10 10. The method of Claim 6, wherein the viewer profile contains demographic categories  
corresponding to input options comprising:  
an age option;  
a race option;  
a gender option;  
a marital status option;  
an educational level option;  
15 a sexual preference option; and,  
income level.

20 11. A method performed on a computing platform for providing functionality associated  
with an apparatus for customizing television content , the method comprising:  
storing a viewer profile in a profile database;  
transferring the viewer profile to a television service provider;  
accessing the viewer profile transferred to the television service provider and  
supplemental data provided by the television service provider, wherein the television  
service provider accesses the viewer profile and supplemental data;  
25 selecting a preferred display component in accordance with the viewer profile and

supplemental data, wherein the television service provider selects the preferred display component, and the preferred display component is operable to target a particular viewer relative to other viewers;

transferring the preferred display component to a particular viewer associated with  
5 the viewer profile; and  
processing the preferred display component for viewer consumption.

12. The method of Claim 11, further comprising the steps of:  
receiving viewer demographic information; and  
10 generating the viewer profile according to the viewer demographic information.

13. The method of Claim 12, further comprising the step of providing a demographic template to the viewer to receive the viewer demographic information.

14. The method of Claim 11, wherein the viewer profile contains demographic categories corresponding to input options comprising:  
an age option;  
a race option;  
a gender option;  
20 a marital status option;  
an educational level option;  
a sexual preference option; and,  
income level

15. The method of Claim 11, further comprising the step of transferring less

than all of the information contained within the viewer profile to the television service provider.

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